

Controversy is a game for strong minds; contention is a game for the weak and undisciplined.
—Dr. Frank Crane.

Honolulu Star-Bulletin

SPORTS, CLASSIFIED AND SHIPPING SECTION

HONOLULU STAR-BULLETIN, MONDAY, SEPTEMBER 6, 1915.

NINE

ANOTHER FIGHT ON TEXAS BORDER; TWO MEXICANS DIE

Carranzistas Agree to Move Back From Line to Avoid Trouble With U. S. Troops

(Associated Press by Federal Wireless) BROWNSVILLE, Tex., Sept. 6.—There was another battle on the border yesterday between Mexican bandits and American troops. Two of the Mexicans were killed. There were no casualties among the Americans. The battle was waged from either side of the Rio Grande at the Cavazos crossing.

Following the precautions taken Saturday to foil a general invasion of Texas by the Mexicans, reports from Washington last night that there will be no hesitancy of American troops to pursue across the border and exterminate any band that attempts what appears to be an attack in force.

U. S. Troops Ready.
All troops on the border have been ordered to be ready for "any emergency," and as a result of the new report from the capital, which is credited to official information, it is believed any attack of the Mexicans will result in fighting on Mexican soil with the Americans pursuing the enemy until they have been routed.

Gravity of the Mexican situation was relieved in Washington yesterday, according to the despatches. Carranza authorities have agreed to remove their troops from the border, it is said.

Reports reaching the Carranza agency here last night said all Carranzistas near the border already were being moved into the interior in order to prevent a possible conflict with American troops.

There is feverish anxiety over the Mexican situation here and many doubt whether the lull in today's developments and the promise of the Carranza authorities will prevent more serious outbreaks which may lead to serious consequences.

WASHINGTON WORRIED; CARRANZA REPORTED TO BE OBEDIENT

WASHINGTON, D. C., Sept. 5.—The very serious condition which has developed along the Mexican border is now perplexing the administration of officials more than the question of the internal affairs of Mexico. It is realized that a condition approximating war has developed, with the possibility that it will get rapidly worse.

The authorities are discussing the use of more positive means to force the Mexicans to restore peace, both along the border and amongst themselves. Whatever hopes the administration may have entertained of securing a favorable reply to the appeal of the Pan-American conference have about vanished. Yesterday the Carranza representatives here and in New York predicted that when the reply of the First Chief comes, early this week, it will be a flat rejection of all the suggestions of the conference.

Bad Train Wreck.
Yesterday a report was received of a disastrous train wreck 200 miles east of the City of Mexico, in which 200 persons are said to have been killed.

ARIZONA MEXICANS WANT TO CELEBRATE INDEPENDENCE DAY

PHOENIX, Ariz., Sept. 5.—A Mexican delegation has notified the authorities here that unless full permission be granted the Mexicans to celebrate Mexican Independence Day, on Monday of next week, there will be serious trouble. The delegation warns the authorities that it will be difficult for the responsible Mexicans to restrain the irresponsible.

A report from Florence states that the authorities there have arrested and are holding in jail 11 Mexicans. This band was found carrying on revolutionary activities and each member of it was armed.

BEGIN "SAFETY FIRST" CAMPAIGN IN SCHOOLS

The "Safety First" campaign inaugurated by the Chamber of Commerce will be begun in the public schools of the Territory shortly after the institutions open for the fall term on September 13, according to Superintendent Henry W. Kinney.

Letters explaining the campaign, and what the chamber hopes to accomplish, will be sent to all the teachers. These letters will be written in such a way that they will be readily understood by the pupils.

Mr. Kinney's idea is to have a "Safety First Day," at which time the letters will be read. Following this, the campaign will be referred to by the teachers from time to time. By educating the pupils as to the danger of playing in the streets, the chamber expects to likewise educate the parents.

The Swedish steamship Kiruna, from Philadelphia to Stockholm, ran ashore in Pentland Firth, Scotland, and is a total wreck. The crew of 25 were saved.

MANY CHANGES IN DIPLOMATIC CORPS OF JAPAN

(Special Cable to Hawaii Ship) TOKIO, Japan, Sept. 6.—A number of important changes in the diplomatic corps have been announced. K. Matsui, present vice-minister of foreign affairs, has been named as ambassador to France, his place in the foreign office to be taken by C. Nakamura, the present Japanese minister to the Netherlands.

The post at The Hague will be filled by G. Sakata, the present chief of the bureau of commercial affairs, whose bureau position will be taken by G. Nakamura, the present consul-general at New York.

Minister Hoki, who conducted the negotiations with the Chinese government leading up to the treaty which had just gone into effect, is expected to arrive in Tokyo soon from Peking. To discuss the Chinese situation with Premier Okuma.

IN WAR ARENA

ALLAN LINER HESPERIAN TORPEDOED; EIGHT KILLED.

WASHINGTON, D. C., Sept. 6.—The Allan liner Hesperian, attached to the British navy as an auxiliary, was torpedoed on Saturday night some 70 miles southwest of the Fastnet Light, near the spot where the Arabic went down. The liner was not sunk, but seriously damaged, having eight of those aboard killed by the force of the explosion and 12 others wounded. There were two Americans among the passengers on the liner, neither of whom is injured.

WOUNDED LINER SAFE IN PORT.

QUEENSTOWN, Ireland, Sept. 6.—The Hesperian has arrived in this port. Passengers and members of the crew are unanimous in saying that the ship was attacked without warning.

SLAV DESTROYERS SINK TURK COLLIER.

PETROGRAD, Russia, Sept. 6.—Four Turkish colliers were sunk in a two-hour battle in the Black Sea between two Russian torpedoed destroyers, according to a semi-official despatch received here. The Russian destroyers were the Prometel and the Bystryi.

BERLIN CLAIMS ALLIES' SUBMARINE IS SUNK.

BERLIN, Germany, Sept. 6.—The Turkish auxiliary ship Babrabad has been sunk and an enemy submarine southwest of Armudi in the Dardanelles, according to a despatch to the Overseas News Agency. The crew of the submarine is declared to have perished.

RUMANIA BARS MUNITION TRANSPORTATION.

PARIS, France, Sept. 6.—A Havas Agency despatch from Bucharest indicates that Rumania has replied to the recent note of Austria-Hungary, which was regarded practically as an ultimatum, and that a settlement has been reached on the dispute over the holding up of German exports to Turkey through Rumania.

The despatch says: "The difference between Rumania and Austria-Hungary regarding the transportation of German goods to Bulgaria through Rumania, and Rumanian exports to Austria, have been settled. Rumania will permit the transportation of German goods to Bulgaria except for military use and Austria will provide rolling stock for the Rumanian exports."

GREEK PREMIER SILENT ON FOREIGN POLICY.

ATHENS, Greece, Sept. 6.—After an all-night session, the Grecian chamber of deputies adjourned yesterday morning until October 28, without Premier Venizelos making any public statement as to the foreign policy to be pursued.

During the short session, stringent legislation was passed regarding the passage of contraband of war through Greece for any of the belligerents.

PLUCKY DASH BY SAILORS TO WRECK TURK BRIDGE.

LONDON, Eng., Sept. 6.—A special despatch to the Star last night from Athens reports that efforts have been made by the British to destroy the railroad bridge at Gelize, on the Scutari-Ismid railroad line, in Asia Minor.

The British landing party came ashore from a submarine in the Gulf of Ismid and made a quick dash overland for two miles to reach the railroad line. The Turkish guard stationed at the bridge was wiped out and explosives fixed under the bridge. The attempt was partially successful, a portion of the bridge being demolished. The party did not dare risk the fixing of other charges, but dashed back to their ship, which they reached safely.

Between 300 and 400 members of the Massachusetts Permanent Firemen's Association representing practically every city in the state convened at Lowell, Mass., in their third annual convention.

The family of Henry Gotthoff, of Brooklyn, whose body was found in the bay off Fort Hamilton, will not accept the suicide theory.

PAGE WILL PUSH PROTEST AGAINST CARGO SEIZURES

(Associated Press by Federal Wireless) WASHINGTON, D. C., Sept. 5.—Ambassador Page has been instructed to make a vigorous presentation to the British government of the American contention of illegality in the British seizure of American-bound cargoes from neutral ports and in the British detention at Rotterdam of goods owned by Americans, purchased in Germany.

PROMINENT JAPANESE RETURN TO JAPAN

(Special to Nippon Jiji by Marconi Wireless.) SAN FRANCISCO, Cal., Sept. 5.—Rev. Hiko Mokuken, a very prominent Buddhist priest, and Yamaguchi Sokken, president of the Young Men's Buddhist Association of Japan, are returning home by the Shinyo Maru, after having attended the Congress of Religions here. A member of the Japanese parliament, Tamura Shinkichi, is also a passenger on the Shinyo.

OREGON FOREST FIRES DO MUCH DAMAGE

HOOD RIVER, Ore., Sept. 5.—One hundred fire fighters are battling against a forest fire with a front two miles long, which is doing an immense amount of damage and threatening a large section of country. The main county highway bridge has already been destroyed and a number of ranches are in the line of the flames.

Col. John E. Pecker, journalist, died at Concord, N. H. He was 77 years old.

FRENCH APPROVE OF UNITED STATES ACTION IN HAITI

Lansing Assures Ambassador to Establish Peace in U. S. Mission

(Associated Press by Federal Wireless) WASHINGTON, Sept. 5.—Ambassador Jusserand, on behalf of the French foreign office, yesterday called upon Secretary of State Lansing, with an assurance that France is in full accordance with and approves of the American plan for the reestablishment of a stable government in Haiti. Secretary Lansing, on his part, assured the French ambassador that the plan of the American government does not contemplate the displacement of the existing Haitian government, nor any interference with the normal functions of the island government except in the matter of the finances of the republic and the maintenance of a strong police force.

OREGON GUNNERS MAKE RECORD HIT WITH BIG MORTAR

(Associated Press by Federal Wireless) FORT STEVENS, Oregon, Sept. 5.—For the first time in the history of mortar practice firing, the gunners of the 93rd Coast Artillery on Saturday demolished their target, a moving mark built upon a 10-foot base, while

SHIP LOUISE IN PERILOUS FLIGHT; MAY SAVE CREW

(Associated Press by Federal Wireless) HOQUIAM, Wash., Sept. 6.—The schooner Louise is having a hard fight for her life. In the early hours of yesterday morning she was dragged back from apparent security in deep waters and forced to renew her fight with the gale. At midnight it was reported that the position of the Louise was improved, that the seas were subsiding, and that it was believed a rescue would be effected today.

CAPITAL PUNISHMENT FAVORED FOR NEW YORK

(Associated Press by Federal Wireless) NEW YORK, N. Y., Sept. 6.—By a large majority, the delegates at the state constitutional convention voted on Saturday night not to abolish the death penalty. The convention acted in the matter of the governor of the state on Saturday, fixing his salary at \$20,000 a year. This will go into effect on January 1, 1917.

CANAL SLIDE HOLDS UP MERCHANT TRAFFIC

PANAMA, Canal Zone, Sept. 6.—There has been another slide in the canal. It will result in the detention of 25 vessels for at least two days. The Koonland and the Finland probably will be held up for a week.

Aring at 13,400 yards. It was the fourth salvo which did the trick, two of the shells hurtling down from the great elevation squarely on the target, completely demolishing it. The shells of the fifth salvo struck the water amongst the floating remnants of the target.

ARMY AVIATOR BADLY INJURED AT BROWNSVILLE

(Associated Press by Federal Wireless) BROWNSVILLE, Texas, Sept. 6.—Second Lieut. Joseph C. Morrow, Jr., attached to the signal corps aviation team, with the rank of first lieutenant, while making a flight here yesterday from the aviation camp, fell and received injuries which were at first thought to be fatal. Later, however, doctors said the injuries were not serious.

STEAMER RUNS ASHORE ON OREGON COAST; BUT FLOATS LATER

(Associated Press by Federal Wireless) MARSHFIELD, Ore., Sept. 6.—The American tramp steamer Grace Dollar went ashore off South Jetty, near here, last night, but later floated on her own power and has returned to port.

MOVING PICTURES USED AS POSSIBLE CURE FOR INSANITY

SAN BERNARDINO, Cal.—What is said to be the first moving picture almsome to be attached to a hospital for the insane has been opened at the Patton state asylum near here. It will be operated as a possible cure for insanity. No tragedies are to be shown for fear of reminding patients of things which contributed to their insanity. Baseball is another form of diversion that has been used in the asylum to aid in cures.

In an open letter issued by the Papal Secretary of State, Cardinal Gasparri, Bishop of Padua is given clerical jurisdiction over the Roman Catholic parishes in the portions of Trentino occupied by Italian troops.

COMPILES CREED IN SUPPORT OF MORE DEFENSES

New Jersey Woman Writes a Striking Statement in Favor of Better "Preparedness"

Despatches received in Honolulu from Washington this week state that a woman's section of the Navy League has been formed, the first woman's national defense organization on the league's national committee.

Ten national presidents of woman's organizations representing a combined membership of more than 500,000 women have promised to serve. These women all assured the section of most cordial support and it is expected that the majority of the membership they represent will line up behind the national defense banner the patriotic women of America have unfurled.

The contest for a 250-word creed of national defense announced last month has brought hundreds of entries in answer. Among one of the most striking is the contribution of Miss Frances Whitaker Baker, daughter of Representative J. T. Baker of Wildwood, N. J. Miss Baker turned in the following suggestion for a creed of national defense:

"I believe in national defense because it will save us from violence of enemies and from every evil of aggression to which we may be exposed. It will bless the labors of the husbandman with security and enable us to work in quietness and eat our bread in safety and happiness. It will teach our children how to preserve this nation for themselves and for all generations and build up in their hearts a love of country that the changes and chances of this mortal life cannot take away."

"I believe in national defense because it prepares the way for the coming of peace and because we, surely trusting in the might of a righteous people, may not fear the power of any adversaries."

"I believe in national defense because I want my country to be a strong nation among the strong, and a protecting friend of the weak. I want it to stand up in the councils of the nations and be able to demand that wars and tumults shall cease, at least on the western hemisphere."

"I believe in national defense because in days now past our valiant forefathers fought for the freedom we enjoy and we should be prepared to defend, especially in these times of world-war and apprehensions. The precious heritage of liberty bequeathed to us by them should be our high concern and be placed above all thought of material advantage or individual gain."

"I therefore pledge myself to the cause of national defense and will endeavor to be a patriotic servant of the Republic to my life's end, and do all that in my power lies to secure my country from the hands of every foe."

Masonic Temple Weekly Calendar

MONDAY—
Hawaiian Lodge No. 21; Stated; 7:30 p. m.
TUESDAY—
Honolulu Lodge No. 409; Special, Third Degree; 7:30 p. m.
WEDNESDAY—
Hawaiian Lodge No. 21; Special, Second Degree; 7:30 p. m.
THURSDAY—
Honolulu Commandery No. 1; Stated; 7:30 p. m.
FRIDAY—
Oceanic Lodge No. 371; Special, First Degree; 7:30 p. m.
SATURDAY—
Let Aloha Chapter No. 3, O. E. S.; Stated; 7:30 p. m.

SCHOFIELD LODGE WEDNESDAY SATURDAY

HERMANN'S BOEHNE

Versammlungen in K. of P. Hall.
Montag, August 2 and 16.
Montag, September 6 and 20.
W. WOLTERS, President.
C. BOLTE, Sekretair.

HONOLULU LODGE NO. 1, MODERN ORDER OF PHOENIX

Will meet at their home, corner Beretania and Fort streets, every Thursday evening at 7:30 o'clock.
CHARLES HUSTACE, Jr., Leader.
FRANK MURRAY, Secretary.

HONOLULU LODGE, 616, S. P. O. E. meets in their hall, on King St. near Fort, every Friday evening. Visiting brothers are cordially invited to attend.
O. J. MCCARTHY, R. S. M. DUNHAM, Sec.

Home Course in Advertising



PURPOSES OF THE COURSE:—(1) To increase returns for the retailer who now advertises. (2) To show the non-advertising retailer how he can lower his prices, yet increase his profits. (3) To suggest to the jobber and manufacturer a cautious method to create demand and increase good-will. (4) To prepare the person with latent advertising ability for a place in this new "profession." This course, when delivered personally to a class of students, costs \$15. It is equivalent to a correspondence course which costs \$95. The entire 90 lessons will be given exclusively with this newspaper free of charge.

CHAPTER LXXVIII.

THE STREET CAR CARD AS A MEDIUM.

Another general medium which can be localized is the street car card. Its circulation, per dollar expended, is bigger than you can get in almost any other medium. Another claim is that the way advertising is read in street cars makes the car card's competition less. When a person is riding he is supposed to have nothing else to do but look at the signs. Natural concentration of attention is supposed to result.

The fact that colors can be used is a strong argument in favor of street car cards. Thus, an intensity of display is possible, which you cannot get in most publications. This point is important in connection with the advertisement of package goods. There the aim is mainly to familiarize the public with the article and the trademark. Here colors make possible the reproduction of the package in a life size, and thus impress the thing on the person's mind far more intensely than any number of words could.

The timeliness of the street car impression is another argument. They say that, as a rule, the shopper sees the street car card while on the way to buy. Consequently the street car ad may have the "last word" in the persuasion of that shopper as to what particular brand to buy. Of course, this same argument holds just as well to the cards and signs that a manufacturer has in the dealer's store. These are probably even more effective in this phase, because they are even nearer the exact minute of purchase.

The argument of economy in reaching a particular territory is another argument for street car advertising. In some cities you might well localize if you were to advertise certain things of class appeal, which could be sold only to those with money. Such, you would have to advertise in a certain one of the newspapers, or if you were to use the street car cards, you might choose certain street car lines which reached the sections of the city which comprised the part of the population you wanted. Likewise—if yours were an article which appealed

to the poorer classes, you could concentrate where they lived. If you wanted to use the newspapers instead of the street car card, in the big cities you could get certain newspapers which had an even more specific appeal than the street car cards when localized in a certain section. For instance, foreign newspapers might suit your needs. Perhaps the German newspapers, or, in some cities, the Polish newspapers might command the kind of population you sought. Some such papers are of such importance as an advertising medium in a national way that they have their own sales force which consist of representatives who go through the country to persuade possible users of space to place their advertising in their non-English media.

However, foreign populations are often located in communities into which certain street car lines go. The question is—whether is cheaper circulation, the localized street car publicity, or the localized newspaper advertising? To judge the cost of street car card advertising, they use as a circulation the number of nickels and transfers taken each day, that is, the number of passengers. The trouble with that is that passengers are not necessarily readers.

Furthermore, an individual street car card has tremendous competition. Its whole environment is advertising—all along both sides of the car. Therefore, it is up against an attitude of: "You have got to make me look at you." The car cards get no voluntary interest, such as you would give the newspaper or magazine for which you paid. Only involuntary interest does the street car card enjoy.

In their competition with each other, street car cards use all sorts of colors to win the attention of the casual eye. This tends to create a fusion. The result is a tendency to flood the specific message of a certain card with a sort of conglomeration of all the cards. Men have experimented with street car cards to prove that this fusion does blur the reader's consciousness.

Their findings are that this fusion is greater in street car cards than in almost any other medium. For instance, in one city ice cream makers had done considerable advertising in the street cars. These men glanced over these ads advertising three different ice creams. Nine out of ten could not recall which ad belonged to which ice cream company. Was this because of the kind of copy? No. That was extremely individual. Each had certain lines of style and atmosphere. The trouble was that in running over those street car cards, the vision was pulled this way and that—so much that the comprehension blurred. For, although the eye may grasp, the mind may lose the concept on the wings of fusion.

And yet, facts have proved that the street car cards can win. They have to their credit the construction of many trademarks—mere names, which street car advertising has turned into gold mines worth millions. For that which needs but the emphasis of name and popularization of package, they compare with newspapers as a medium. But when the advertising message must carry argumentative persuasion, the street car card cannot hope to have the effectiveness of publications which are voluntarily read.

Likewise, in connection with retail advertising, the newspaper seems better for action advertising. Of the many tests that have been made, there is the example of a hardware store which advertised an 85c alarm clock in the cars for 30 days and sold 75 of them. The same copy in one newspaper sold 200 in one day.